



PUBLIC HEALTH

**ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON**

Beyond Health Fairs & Fact Sheets – Planning Health Communication

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Elements of the Marketing Mix – 4 P's

- **PRODUCT** (or service)
 - What is it?
- **PRICE**
 - What cost is involved
 - (financial, time, emotional, physical, spiritual)?
- **PLACE**
 - Where do we offer our product?
- **PROMOTION**

What are we selling?

- Our product:
 - Public health
 - Keeping people safe
 - Keeping people healthy

Kate's Mantra....repeat after me:

WHO IS YOUR AUDIENCE?

- General public has several “market segments” or “targets”
- Internal audiences – employees, stakeholders

Handout: Communication Planning Worksheet

Communication Planning 101 – Journalist's 5 W's and an H

- Who
- What
- Where
- When
- Why
- How

Elements of the Plan

- WHAT
- SO What?
- NOW What

Handout: Communication Planning Elements

Definitions

- **Health education:** Planned combination of learning experiences about health for individuals, groups, or communities. Green & Kreuter 1999
- **Health communication:** The art and technique of informing, influencing, and motivating individual, institutional, and public audiences about important health issues. Ratzan 1994

- Healthy People 2010-Chapter 11

Health communication & promotion

- Inform
- Persuade
- Move to action



Communication Planning 101 -- WHO?

Kate's Mantra....repeat after me:
WHO IS YOUR AUDIENCE?

WHO are YOU?

WHO are YOU?

- White
- Over 50
- Master's degree
- Single parent
- I don't get algebra
- Speak English y un poco (a little) Spanish

WHO are YOU?

- Black
- Age 30
- High school graduate
- Single parent
- Active in church
- Love to cook

You get the beauty • You get the beauty • You get the beauty • You get the beauty • You get the beauty • You get the beauty • You get the beauty • You get the beauty • You get the beauty



Washington State Department of Health
Department of Health

POWER TO END STROKE
The only the Power

American Heart Association
American Stroke Association
Learn and Live.

You have the power to look good and feel good.

These hair stylists and barbers are ready to make you look good and help you stay heart healthy. Uncontrolled high blood pressure can lead to heart attack and stroke.

Check your blood pressure here!

A&M Beauty Salon LAKESIDE: 253-582-4301	Hair Studio 57 SEATTLE: 206-721-7244
A New You Beauty Salon SEATTLE: 206-328-0757	Hodges Hair Quarters SEATTLE: 206-722-7481
Creative Cuts & Styles LAKESIDE: 253-584-0700	Lakewood International Hairport LAKESIDE: 253-588-2047
Divas Hair Studio TACOMA: 253-383-6220	Salon LaRoche SEATTLE: 206-722-0371
Goodfellas Barbershop TACOMA: 253-573-1822	Sam & Terry Barbershop TACOMA: 253-573-1459

Call 1-888-438-2247 or visit StrokeAssociation.org to learn more about Power To End Stroke.

The Washington State Department of Health is a strategic partner of the American Stroke Association's Power To End Stroke campaign.

You get the beauty • You get the beauty • You get the beauty • You get the beauty • You get the beauty • You get the beauty • You get the beauty • You get the beauty • You get the beauty

**¡Buenos dias!
¿Habla español?**

Good morning!
Do you speak Spanish?

Maybe it is time to learn!



- 1 out of 10 in United States speak Spanish
- Spanish usage grew 50% during 1990s
- United States - most multilingual

Tres Historias de la Vida

Hispanics/Latinos in Washington

- In 1990, Latinos made up 4.4% of population
- In 2000, Latinos made up 7.5%
- In 2008, Latinos made up 9.3%
- More than half (54%) of Latinos live in western Washington
- Estimated 2008 population – 613,929

Sources: U.S. Census 2000 and state population estimates – Washington State Office of Financial Management

Starting points

- **U.S. Census:**
- www.census.gov
- **Washington Census data:**
 - Office of Financial Management:
<http://www.ofm.wa.gov/census2000/default.asp>

Healthy People 2010

- Effective health promotion should be audience-centered
- Communication needs to reflect audience preferences:
 - Format
 - Media choice (TV, radio, Web, etc.)

KNOW your audience

- Literacy data
 - 90 million U.S. adults-marginal literacy
- Internet access
- Cultural filters



Internet access

- **Who is online?**

- 75% of Americans
- 9 out of 10 school children
- 80% seeking health information

- **Who is not online?**

- Older, poorer, less educated, minority
- Rural (36%)
- No high school diploma (62%)
- Over 61 (63%)


- www.pewinternet.org 2006


Age – strong predictor for Internet use

Generation Name	Ages in 2009	% of total adult population	% of Internet-using population
Gen Y (Millennials)	18-32	26%	30%
Gen X	33-44	20%	23%
Younger Boomers	45-54	20%	22%
Older Boomers	55-63	13%	13%
Silent Generation	64-72	9%	7%
G.I. Generation	73+	9%	4%


- Pew Internet Project 2009

Target: Gen X Moms



Online Store | Pressroom | Keep Me Informed 

[Why Fruits & Veggies](#)
[Planning & Shopping](#)
[Cooking](#)
[Get Kids Involved](#)
[Mom2Mom](#)
[Healthy Resources](#)




Try it — You'll Like it!
HOW SAMPLING MAKES THE SALE — AT HOME!
[READ MORE](#)


INSIDER'S VIEWPOINT MAGGIE GRIFFIN, BROOKSHIRE GROCERY

Guilt-free Goodies Your Family Will Love!

Find out how to use fruit for sinfully good desserts, without the sin! Check out our dessert recipes. >>



Chef's Tip
Let your child pick out a new fruit or vegetable on each shopping trip.

Take our Poll 


HELP US HELP YOU!
How do you get your kids to eat vegetables?
[Tell Us!](#)

MANAGING YOUR WEIGHT

See how fruits & veggies can help save you calories.

New! Video Center


SELECTION, STORAGE, PREP.
Check out our new Fruit & Veggie How-To Videos!


Recipes 


Kiwifruit-Mango Salsa


The sweet taste of the tropics livens up this ...[Learn more >](#)


Keep Me Informed



for the kids...  [FoodChamps.org](#)

Online Store  [Color Champions Growth Chart](#)

how much do You? need? 

Top 10 Reasons to Eat More 

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Internet trends – young people

- Ages 18-32 most likely to use Internet for entertainment
- Ages 12-32 more likely to read and write blogs
- Teen and Gen Y users more likely to use social networking and instant messaging

Internet trends – older adults

- Ages 33-72 more likely to visit government Web sites
- ‘Silver Tsunami’ - Biggest increase in 70-75 age group – 45% currently online
- Email remains most popular online activity among older users

People with chronic disease

- 1/5 of Americans have disability or chronic disease
- 86% of Internet users with disability or chronic illness search for health information
- More likely to use Internet to make decisions about treatment, diet, and exercise

Health Online

- **80% of Internet users** – 113 million people – search for health information online
- Most start with general search engine, such as Google or Yahoo
- 75% get online health advice without checking source and date of health information

Social networking

- 35% Internet users age 18+ have online profile
- 65% of teens have online profile
- 75% of 18-24 year olds
- 30% of 35-44 year olds
- 11% of online adults use 'microblogging' services like Twitter

Who is networking online?

- 68% are students
- Median age for sites:
 - Twitter – 31
 - MySpace – 27
 - Facebook – 26
 - LinkedIn – 40

Culture...

- Offers a selective SCREEN between humans and the outside world.
- Tells us what to pay ATTENTION to and what to IGNORE.

“Beyond Culture,” Edward T. Hall

In 2030 - nearly 1 in 3 in Washington will be a person of color

- **Asian, Pacific Islander, and Hispanic** - largest and fastest growing groups
- **‘Two or More Races’** most rapid growth
- **Black** population will grow 60 %
- **Indians/Alaska Natives**- 50 % increase
- Non-Hispanic **White** population-11% decrease

- Washington State Office of Financial Management

Ethnic Mix in Washington 2008

- 76% White
- 9% Hispanic/Latino (of any race)
- 7% Asian & Pacific Islander
- 3.4% Black/African-American
- 1.4% Am. Indian/Alaskan Native
- 3% Two or more races

Communication Planning 101 -- WHAT?

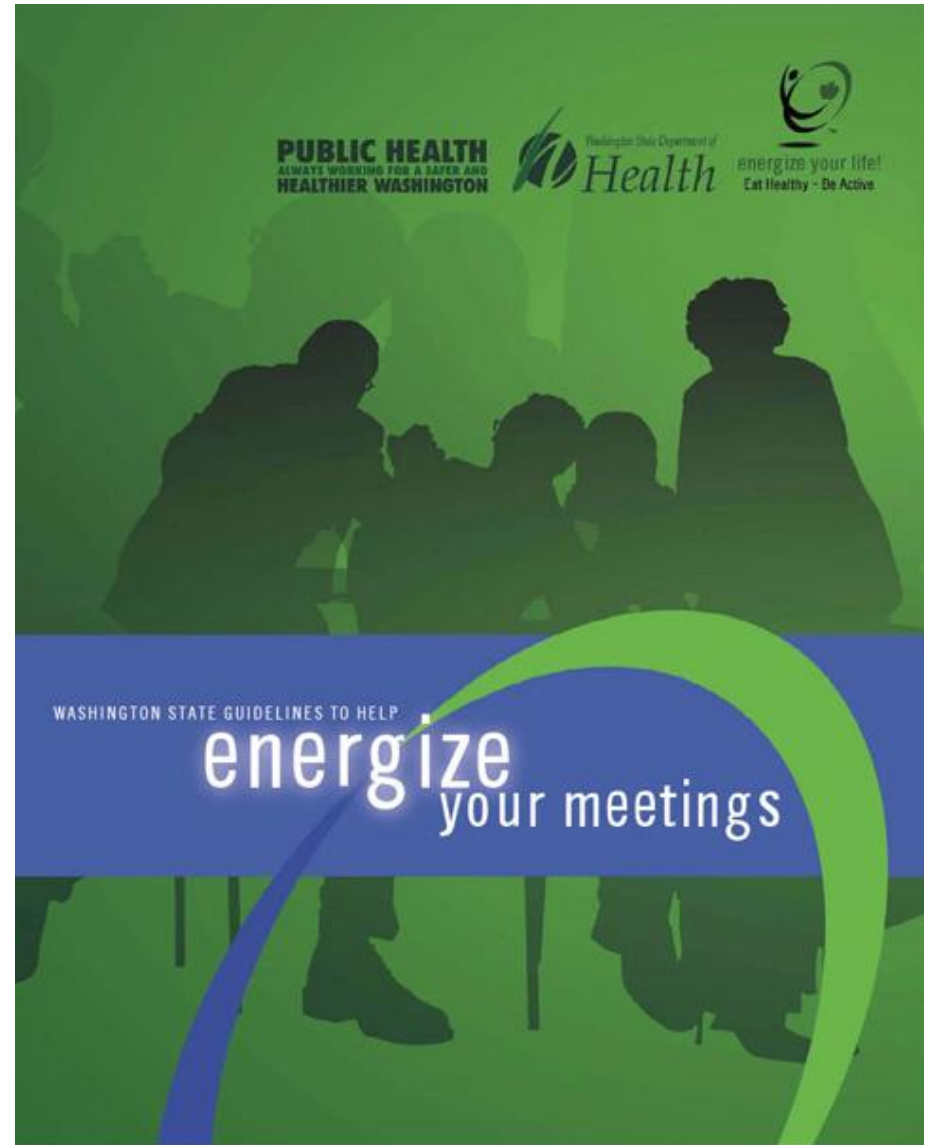
- **What** do you want to communicate about?
- What would motivate your audience to pay attention or take action? (**So What?**)
- What outcome do you want? (**Now What?**)

Communication plan-put it in writing:

- All written, spoken, and electronic interactions with your audiences
- Organizational objectives
- Audiences you wish to reach
- Timetable, tools, budget
- Evaluation of results

Energize Your Meetings

- **Target Audience-**
Meeting planners
- **Secondary audience-**
Caterers



Energize Your Meetings- Department of Health

Communication products

- Colorful guide
- Faxable recommended foods
- Table tents
- Instructions for meeting planners
- Targeted PowerPoint presentations

Communication strategies

- Post on intranet wellness page
- Presentations
 - Program staff
 - Policy makers
 - Program managers
- Articles in staff e-newsletter

Energize Your Meetings- Outcomes

- Agency policies/procedures changed to encourage healthy meeting guidelines
- Administrative staff using Energize Your Life
- Healthier meetings and events

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Planning Health Communication

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